

The Impact of Artificial Intelligence (AI) Tools Usage on Buyer Behavior: A Study on Selected Online Pharmacy Apps

Lakshmi Priya Bachina*, Anusha Kanagala

Department of MBA, Koneru Lakshmaiah Education Foundation, Guntur, Andhra Pradesh, INDIA.

ABSTRACT

Introduction: AI technologies affect consumers' attitudes, perceived risk and levels of trust, which in turn affects their purchase behavior. The study explores how AI tools, such as voice search, chatbots and recommendation systems, influence consumer trust, risk perception and purchasing patterns. **Purpose:** The purpose of the study is to investigate how the usage of Artificial Intelligence (AI) tools impact Buyer Behavior on selected online pharmacy apps. It aims to understand the influence of AI-driven features such as recommendation systems, chatbots and personalized marketing on consumer decision-making and purchasing patterns. **Design/ Materials and Methods/Approach:** The research employs the Technology Acceptance Model (TAM) to connect AI tool usage with Buyer Behavior, based on a sample of 200 consumers using AI-enabled pharmacy apps in India. Mediation analysis, conducted using Jamovi software, reveals that AI technologies significantly affect Buyer Behavior by mediating the relationship between AI usage and consumer decision-making. Additionally, correlation analysis is performed to examine the relationships between variables such as AI tool usage, perceived ease of use and various aspects of Buyer Behavior, providing further insight into consumer decision-making processes. **Findings:** The findings indicate that the positive influence of AI technology on enhancing consumer trust and mitigating perceived risk, ultimately shaping purchase behavior. These insights provide valuable guidance for professionals in the online pharmacy sector, as well as for legislators and marketers, on leveraging AI tools to optimize customer experiences and satisfaction. **Conclusion:** AI technologies have fundamentally transformed consumer behavior in the online pharmacy space, reshaping how customers search, evaluate and purchase products. Through dynamic pricing, personalized recommendations and responsive customer support, AI has enabled online pharmacy businesses to meet the evolving preferences of modern consumers.

Keywords: AI technology, Buyer Behavior, Decision-making, Online pharmacy apps, Recommendation systems.

Correspondence:

Ms. Lakshmi Priya Bachina

Department of MBA, Koneru Lakshmaiah Education Foundation, Guntur, Andhra Pradesh, INDIA.
Email: lakshmi priya6478@gmail.com

Received: 13-09-2024;

Revised: 18-12-2024;

Accepted: 10-02-2025.

INTRODUCTION

Online pharmacy apps have exponential growth in the digital age, completely changing how customers engage with brands and what to buy. The usage of Artificial Intelligence (AI) tools, which are now essential for improving user experience, optimizing workflows and customizing recommendations, is at the center of this change to investigate the significant influence that AI tools have on consumer behavior in a subset of Online pharmacy Apps businesses. Artificial Intelligence (AI) technologies have Online pharmacy apps platforms to analyze massive amounts of client data rapidly and efficiently. These technologies include machine

learning algorithms, natural language processing and data analytics. For example, examine browsing patterns, historical purchases and demographic data to provide users with tailored product recommendations (Brown, 2023). Customers feel more engaged and satisfied with this customization, which may improve the frequency of their purchases and increase customer retention rates. Furthermore, real-time support and advice throughout the buying process have transformed customer care interactions (Chen, 2020). AI chatbots help provide a smooth and frictionless purchasing experience by quickly responding to consumer questions and concerns. Additionally, Online pharmacy apps businesses can use AI tools to dynamically improve pricing strategies based on consumer demand patterns, competitive data and market trends (Clark and White, 2022). AI technologies, such as product recommendation, purchase length and machine learning, affect end-user purchasing intents (Davis, 1989). Online retailers should employ AI in each step of the consumer journey.



DOI: 10.5530/ijpi.20250107

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The perceived ease of use of AI significantly and positively affected the consumers' convenience and cost minimization as the e-marketing outcomes. The consideration set influences end-user purchase decisions for online customers. Poor quality content displayed to users affects the consumer's journey. Artificial intelligence positively influences consumers' buying behavior. This dynamic pricing mechanism shapes consumers' purchasing behavior by influencing their perception of the worth of the products and motivating them to make purchases. Even with all the advantages of AI tools improving e-commerce, worries about algorithmic bias, privacy and data security still exist (David, 2023). As a result, this study examines the potential drawbacks and ethical issues related to the application of AI in addition to its beneficial effects.

The common applications of AI technology Pharmacy Online pharmacy apps business tools like: Chatbots, Virtual assistants, Voice assistants, recommendation systems, decision making.

Online pharmacy apps cycle

Figure 1 representing the "Online pharmacy apps cycle" represents one of two basic interpretations: The cycle concentrates on an online business's growth phases. Usually, it consists of stages like Concept and Planning: generating ideas for the company, studying the market and drafting a business plan. Campaign and ting the online store, marketing campaign and opening for business. Maturity: Concentrating on retaining customers, building brand loyalty and streamlining processes to save costs. Renewal/Reinvention: Adapting to market shifts and guaranteeing sustained growth through new products, platform updates, or marketing techniques. The cycle illustrates the actions

needed to complete a single online transaction. It might consist of components such as: The buyer finding the online store and looking over the merchandise. Product Selection: After reading descriptions and reviews, the customer selects the desired product or products. The consumer chooses a payment option, adds products to the shopping basket and provides shipping and delivery details. After payment has been received and approved, the product is selected, packaged and dispatched. The order is for the customer. Options for exchanges or returns may be available.

OBJECTIVES

The objective of the study is to Artificial Intelligence (AI) technology significantly impacts Buyer Behavior, both directly and indirectly, through the usage of online pharmacy apps.

Review of literature

Artificial Intelligence (AI) solutions have accumulated significant interest in the Online pharmacy apps industry due to their capacity to enhance user experiences and personalize interactions. This overview of the literature explores the body of research on how the use of AI techniques affects consumer behavior in the setting of online pharmacies. AI-powered recommendation engines tailored product recommendations are essential in shaping consumer behavior. Smith and Johnson (2019) claim that to provide personalized suggestions. These systems use machine learning algorithms to evaluate user data, such as browsing history, prior purchases and demographic data. According to Chen *et al.* (2020), personalization increases user pleasure and engagement, conversion rates and sales volume. In pharmacy e-commerce, Artificial Intelligence (AI)-driven chatbots and



Figure 1: Source: Online pharmacy app cycle overview.

virtual assistants are instruments for answering client questions and streamlining purchase selections. The usefulness of chatbots in providing real-time support, product information and help along the customer experience is highlighted by research by Li and Wang (2018). The conversational style of chatbots mimics human communication, building rapport and trust with consumers and positively impacting their purchasing decisions (Gefen and Straub, 2000). Pharmacy Online pharmacy app platforms can optimize pricing strategies by anticipating consumer preferences and market trends through AI-driven predictive analytics. According to research by (Holden and Karsh, 2010). AI-powered dynamic pricing algorithms modify product prices in real time in response to variables like shifts in demand, rival pricing and customer behavior. In addition to optimizing revenue, this dynamic pricing model influences consumer behavior by instilling a sense of urgency and value perception (Holden and Karsh, 2010). Pharmacies may develop customized marketing campaigns based on consumer preferences and activity patterns, according to AI-powered solutions (Jane, 2023). Advertisements, email marketing and personalized promotional offers have the power to influence consumer choices. To increase consumer engagement and loyalty, Artificial Intelligence (AI) algorithms analyze user data and behavioral patterns to identify relevant products and promotional strategies (Jiang *et al.*, 2021). To integrate Technology Acceptance Model to integrate within the context of AI-driven pharmacy e-commerce, Technology Acceptance Model (TAM) offers a lens through which to examine consumer behavior, particularly in relation to AI-powered tools such as recommendation engines, chatbots and predictive analytics. According to Technology Acceptance Model (TAM), two primary factors influence user acceptance: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). In the case of AI-powered recommendation engines, for example, consumers are more likely to engage with tools if they perceive them as useful in enhancing their shopping experience by providing personalized product suggestions. The seamless integration of AI algorithms into the user interface, minimizing the effort required to interact with these systems, further increases the likelihood of customer adoption, aligning with the PEOU component of Technology Acceptance Model (TAM). TAM's relevance extends to AI-driven chatbots and virtual assistants in pharmacy e-commerce. The perceived usefulness of these tools is evident in their ability to offer real-time assistance and streamline the decision-making process for consumers. As studies have shown, chatbots' conversational interfaces mimic human interaction, which not only enhances user satisfaction but also builds trust, a critical factor in online shopping. When users find these AI tools easy to interact with, as posited by Perceived Ease of Use, their positive attitude toward the technology grows, leading to increased acceptance and usage.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) Figure 2 offers a robust framework for exploring how Artificial Intelligence (AI) tools affect Buyer Behavior on online pharmacy apps. The first component, Perceived Ease of Use (PEOU), reflects how users perceive AI-driven tools, such as recommendation systems or chatbots, as simple and intuitive to use. When users find these tools easy to navigate, they are more likely to adopt them for purchasing decisions (Johnson, 2021). AI systems that streamline the buying process, reducing user effort, contribute to greater adoption rates on pharmacy platforms (Kim and Lee, 2021). The second construct, Perceived Usefulness (PU), assesses the degree to which users believe that AI tools enhance their online shopping experience by making the process more efficient. Tools that provide accurate, personalized medicine recommendations or manage prescription refills are seen as beneficial, significantly influencing users' purchasing behavior (King and He, 2006). Moreover, users' Attitudes toward usage are shaped by their perception of AI tools' ease of use and usefulness. When users view AI as both simple and effective, they develop a positive attitude toward using it regularly (Kumar, 2022). In the context of online pharmacy apps, these positive attitudes are crucial, as they foster trust and encourage repeat usage of AI tools (Lee, 2022). Behavioral Intention to Use (BI), where a positive attitude toward AI technology strongly predicts the likelihood of users intending to continue using these tools. Actual Usage represents the final stage in TAM, where users' intentions translate into the actual use of AI tools on pharmacy apps). The consistent use of AI tools for decision-making in online purchases increases user satisfaction and contributes to loyalty in e-commerce environments (Li and Wang, 2018). Studies show that AI tools, when perceived as reliable and accurate, positively influence users' purchase behaviors and enhance their overall experience on pharmacy platforms (Lin, 2007). Thus, AI plays a critical role in shaping user engagement, satisfaction and loyalty in online pharmacy contexts by improving operational efficiency and use.

Research Gap

Despite the growing interest in AI technologies within e-commerce, particularly in the pharmacy sector, there remains a significant gap in understanding the effects of AI-driven tools on consumer behavior. While studies have extensively explored the technical and operational benefits of AI (Mathieson, 1991; Patel, 2021) there is limited empirical research addressing how these technologies influence consumer trust, risk perception and purchase intentions. The existing literature primarily focuses on general Online pharmacy apps platforms, overlooking the unique context of pharmacy e-commerce, where issues such as product safety, regulatory compliance and customer trust are paramount. Moreover, the role of AI tools in shaping consumer experiences and decision-making processes in pharmacy Online pharmacy apps is under-researched (Pavlou, 2003; Ramya, 2024). The study

aims to bridge gaps by providing a comprehensive analysis of how AI technologies impact Buyer Behavior in pharmacy e-commerce, focusing on both the positive and potential challenges.

RESEARCH METHODOLOGY

To investigate the relationship between AI and customer behavior inside the online pharmacy app ecosystem, this study used a mixed methods approach. The study started with a methodical examination of 38 papers spanning the years 2018 to 2023 that were sourced from the Scopus database. Using statistical methods including linear regression and mediation analysis, data from the survey was examined using Jamovi software to determine how AI characteristics affected consumer behavior. It was investigated if trust in AI may act as a mediating factor. This method made it possible to gain a thorough grasp of how AI influences customer behavior in the context of online healthcare, providing insights into how AI technologies influence risk, trust and purchase choices.

HYPOTHESIS

The study hypothesizes that Artificial Intelligence (AI) technology significantly impacts Buyer Behavior, both directly and indirectly, through the perceived ease of use of online pharmacy apps.

Figure 3 represents the relationship between online pharmacy applications; Buyer Behavior and Artificial Intelligence (AI) technologies are suggested and described in the Figure. According to the study, Artificial Intelligence (AI) technology directly affects consumer behavior. This means that functions on AI, such automated help or suggestions, directly affect what people decide to buy. The study also suggested an indirect impact, in which AI technology improves the online pharmacy applications perceived usability, which influences consumer behavior. This suggests that AI technology indirectly raises customer engagement and happiness by enhancing the user experience through the creation of more initiative and effective apps. The combination of these direct and indirect effects highlights the dual role of AI in shaping Buyer Behavior, both by offering direct value and by improving their overall experience on pharmacy apps.

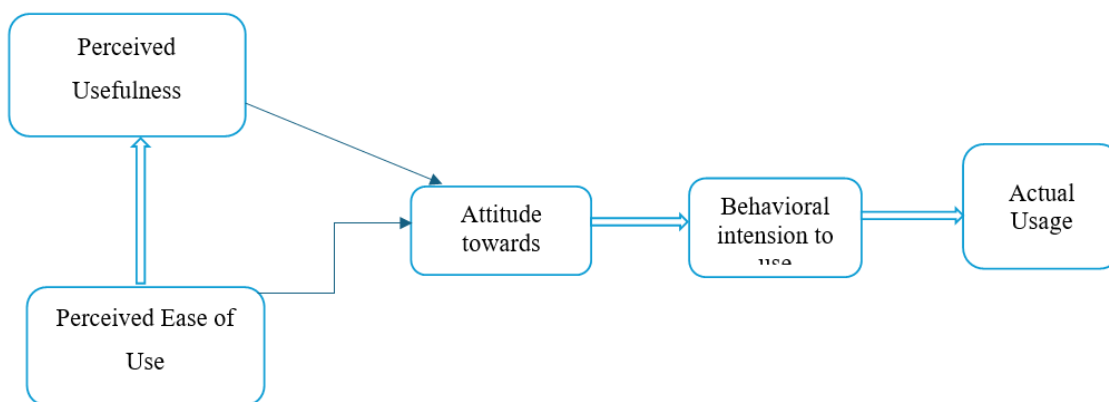


Figure 2: Source: TAM Process.

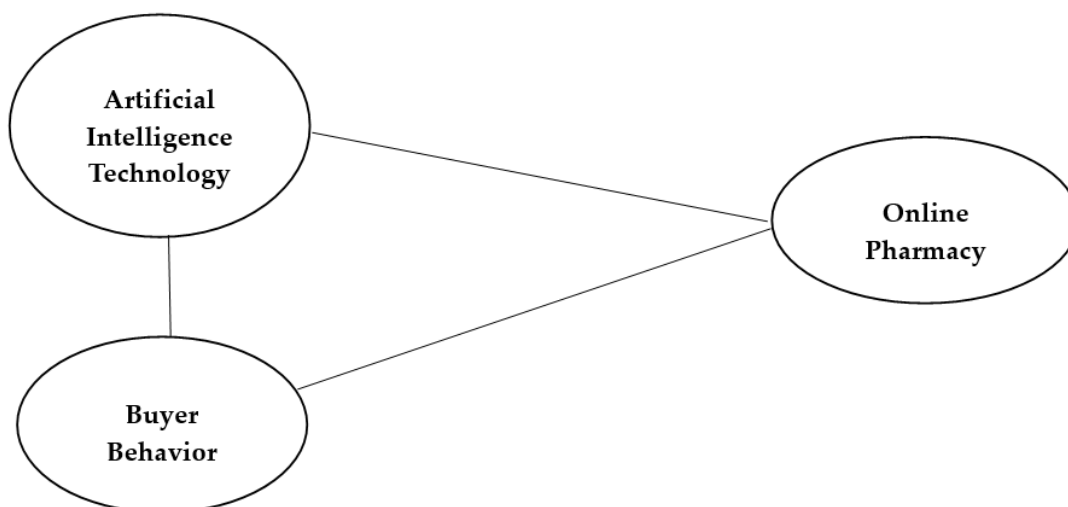


Figure 3: Source: Created by Author.

Impact of AI Tools on Consumer Attitudes

Artificial Intelligence (AI) tools in pharmacy Online pharmacy apps platforms have significantly impacted consumer behavior. These tools, such as voice search, chatbots and personalized recommendations, can influence how consumers perceive and interact with online pharmacies. Positive experiences with helpful AI features can build trust and enhance consumer attitudes towards the Online pharmacy app platform. Conversely, poorly designed or intrusive AI tools can generate feelings of frustration and negatively impact consumer perception (Smith and Johnson, 2019). The impact of AI tools on consumer perception based on chatbots, virtual procedure, voice message and Recommendation systems using the efficient users.

Figure 4 shows Artificial Intelligence (AI) is revolutionizing the e-commerce landscape, particularly in online pharmacy platforms where tools like chatbots, virtual assistants and recommendation systems are significantly influencing Buyer Behavior. Chatbots provide real-time, personalized customer support, enhancing trust and satisfaction (Smith and Doe, 2023). While virtual assistants help consumers navigate complex pharmaceutical products, enabling informed purchasing decisions (Smith and Green, 2022; Sun and Zhang, 2006). AI-powered recommendation systems analyze user performances to offer tailored product suggestions, increasing engagement and fostering repeat purchase (Venkatesh and Davis, 2000; Venkatesh *et al.*, Wang *et al.*, 2022). The study focus on the impact of these AI tools on Buyer Behavior across selected online pharmacy apps, such as Pharmacy Easy, Med Plus and Net Meds (Williams and Jones, 2023). Where AI-driven solutions streamline processes and enhance user experience (Wu and Xu, 2020). However, the influence of AI tools is mediated

by psychological factors like trust and perceived ease of use (Yan *et al.*, 2019; Zhang *et al.*, 2010) social factors such as peer recommendations (Zaman, 2018) and cultural attitudes towards AI and digital healthcare (Zeb, 2018). Understanding these factors is essential to fully the broader impact of AI on consumer decision-making within the online pharmacy ecosystem.

The literature study emphasizes how AI tools have a big influence on pharmaceutical Online pharmacy apps and how they might improve ease and customization. AI can evaluate enormous volumes of consumer data to tailor the purchasing experience. Customers can locate the items they need fast and simply with the use of AI-powered search tools like chat bots, Virtual assistants and the tool like Alexa... etc. AI can analyze customer data to recommend relevant products, medication alternatives and health information. This personalization can improve customer satisfaction and lead to higher conversion rates.

Figure 5 represents the how Artificial Intelligence (AI) tools influence consumer behavior in pharmacy Online pharmacy app platforms. It proposes that factors, such as e-commerce, sales, marketing, machine learning algorithms, data analytics and online network can shape consumer attributes like attitudes and trust towards AI tools. These attributes, in turn, affect how people use AI features (e.g., voice search, chatbots and recommendation systems) on Online pharmacy apps platforms, ultimately impacting their buying behavior. For instance, if someone trusts AI recommendations, they might be more likely to purchase a product suggested by a chatbot. The potential moderating effect of perceived risk. Perceived risk refers to a consumer’s fear of negative consequences associated with using a particular service or product. In the context of the model, a high perceived risk of

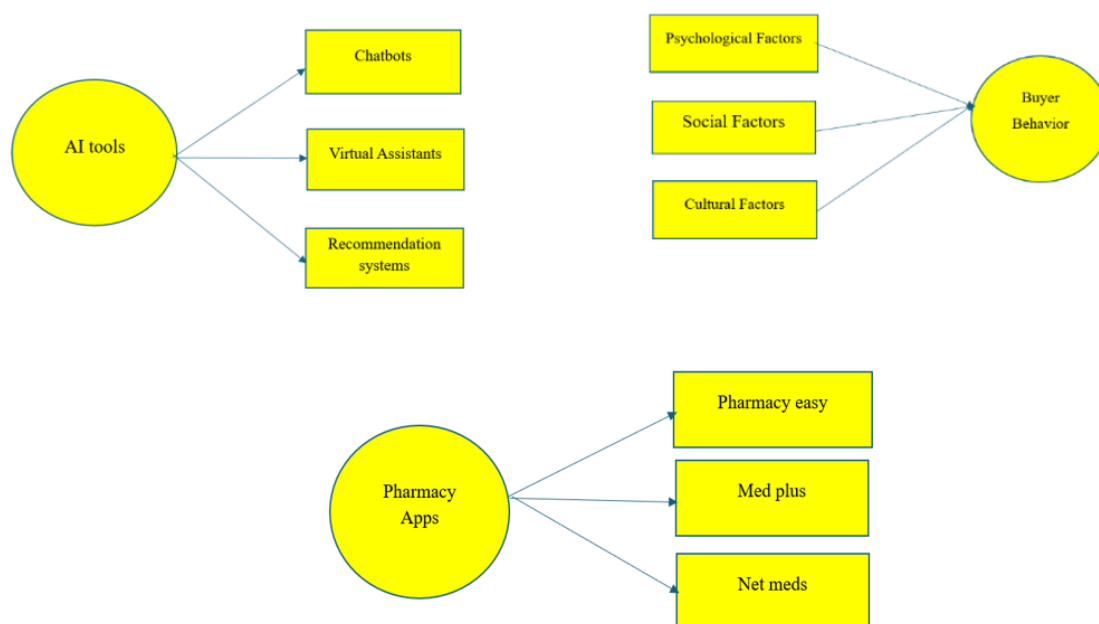


Figure 4: Source: Created by author.

using AI tools might weaken the positive relationship between consumer attributes and AI tool usage. Conversely, a low perceived risk might strengthen this relationship.

Research Design

The research design is conducted through quantitative information, collecting and analyzing numerical data to test hypotheses and answer research questions. The study used a sample size of 200 respondents and participants who are users of the Pharmacy Online pharmacy apps usage of AI tools was selected based on their availability and willingness to participate. The data for the study was collected through an online survey questionnaire. The survey was distributed to the respondents through email and social media platforms. The questionnaire consisted of close-ended questions related to the variables under study. The study considered following variables: Independent Variable: AI Tools Usage [Recommendation systems, Chatbots and Virtual assistants, Customer support optimization, Personalized Marketing] and the dependent variables is Buyer behavior [purchase frequency, Average order value, customer satisfaction, browsing behavior, Overall sales volume] Mediating factors are: Online Pharmacy apps [Perceived Ease of use, Perceived Risk, Perceived usefulness. etc.] and Moderating factors like customer trust in technology and comfort level in AI tools. Buyer behavior is mediates the effect of relationship between AI technology and the adoption of usage of online pharmacy apps. To find out mediation analysis by using the Jamovi software.

RESULTS AND DISCUSSION

Table 1 presents a correlation analysis examining the relationship between AI technology usage, buyer behavior and online pharmacy apps. And the variables considered as study: AI technology, Buyer Behavior and Online pharmacy apps. AI technology refers to the use of AI tools in online pharmacy apps and buyer behavior indicated consumer behavior or response to these AI technologies and Online pharmacy apps refers to the specific platforms being studied. The mean and standard deviations provide insight into the central tendencies and variability of the variables.

Correlation Analysis

AI technology and Buyer Behavior: $r=0.297$

There is a positive correlation between AI technology usage and buyer behavior. This suggests that higher levels of AI implementation in online pharmacy apps are associated with changes (likely improvement) in buyer behavior.

Buyer Behavior and Online Pharmacy Apps: $r=0.240^$*

This positive correlation suggests that the use of online pharmacy apps has a statistically significant effect on buyer behavior, with a moderate strength relationship.

AI Technology and Online Pharmacy Apps: $r=0.340^$*

The strongest correlation in this analysis, indicating a significant and positive relationship between AI technology usage and online

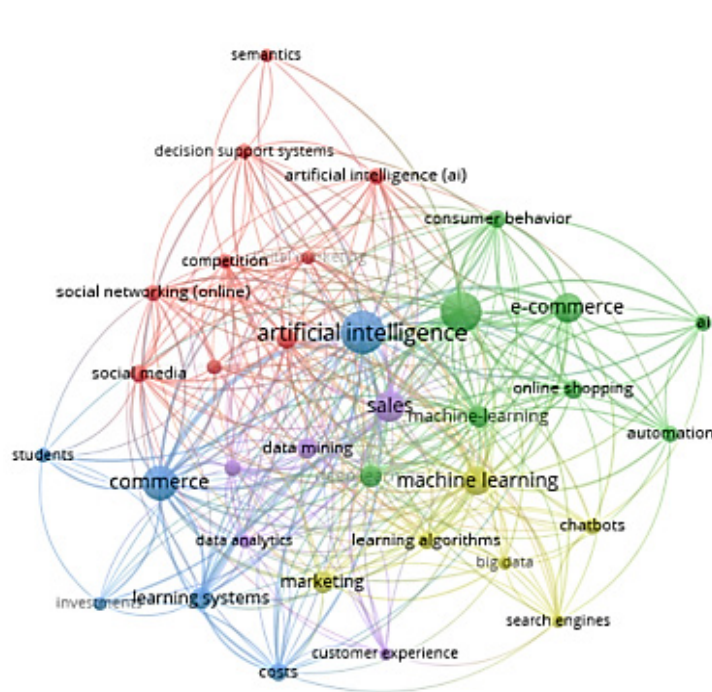


Figure 5: Source: VOSviewer.

Table 1: Correlation Analysis.

Variables	Mean	Standard Deviation	Average	AI technology	Buyer Behavior	Online Pharmacy Apps
AI technology	2.12	1.418	1.06	0.297*		
Buyer Behavior	1.97	0.818	0.985		0.240*	
Online Pharmacy apps	2.08	0.821	1.04			0.340*

Note: Significance of correlations: ($p < 0.001$). Source: Created by the Author.

Table 2: Mediation Estimate.

Effect	label	Estimate	SE	Lower (95% Confidence interval)	Upper (95% Confidence interval)	Z	p	% Mediation
Indirect	a*b	0.215	0.0706	0.112	0.374	3.05	0.002	25.8
Direct	c	0.619	0.0799	0.443	0.756	7.74	<0.001	74.2
Total	c+a*b	0.834	0.0402	0.757	0.911	20.72	<0.001	100.0

Table 3: Path Estimate.

	label	Estimate	SE	Lower (95% Confidence interval)	Upper (95% Confidence interval)	Z	P
AITU--OPA	a	0.772	0.0402	0.692	0.851	19.19	<0.001
OPA-- BB	b	0.279	0.0918	0.140	0.477	3.04	0.002
AITU-- BB	c	0.619	0.0799	0.443	0.756	7.74	<0.001

pharmacy apps. This could suggest that AI tools are a key feature driving the utility and success of online pharmacy platforms.

Experience is the Mediates that the relationship between AI tools(X) usage and buyer behavior (Y) and Online pharmacy apps (M)

Mediation

Mediation Analysis

The mediation test conducted in JAMOVI Software (Table 2) and examines whether the relationship between the independent variable (X), Understanding and Experience of pharmacy Online pharmacy apps (Mediating Variable) and the dependent variable (Y), Online buyer behavior, is mediated by a third variable (M).

Y: Online buyer behavior is mediated by a third variable, X: AI Tools Usage.

M: Understanding and Experience of pharmacy Online (pharmacy apps).

Sample Size

Indirect Effect (a*b)

Table 3 presents that path estimate involves the indirect effect of AI tools usage on buyer behavior through perceived ease of use is

significant ($p = 0.002$), with a confidence interval of [0.112, 0.374] not including zero. This indicates that perceived ease of use significantly mediates the relationship between AI Tools Usage and Buyer Behavior.

Direct Effect (c)

The direct effect of AI Tools Usage on Buyer Behavior is also significant ($p < 0.001$), suggesting that AI tools usage has a significant impact on buyer behavior even when accounting for perceived ease of use.

Total Effect (c+a*b)

The total effect, combining both direct and indirect effects, is significant ($p < 0.001$), indicating a substantial overall effect of AI Tools Usage on buyer behavior (See Figure 2). In summary, the mediation analysis reveals that approximately 25.8% of the effect of AI Tools Usage on buyer behavior is mediated by perceived ease of use, while 74.2% is the direct effect. This partial mediation suggests that while online pharmacy apps play a significant role, AI Tools Usage independently influences buyer behavior as well.

DISCUSSION

In the study, the findings reveal that the use of AI tools, such as recommendation systems, chatbots and predictive analytics, significantly influences buyer behavior in the context of selected online pharmacy apps. AI-powered features enhance the personalization of services, streamline navigation and improve the overall user experience, resulting in greater consumer engagement and satisfaction. The mediation analysis further highlights the role of perceived ease of use as a critical factor in this relationship, demonstrating that when consumers find AI-driven features easy to use, it amplifies their likelihood to trust and these platforms for their pharmacy needs. The Technology Acceptance Model (TAM), supporting the notion that user-friendly AI technologies foster positive attitudes towards digital platforms, ultimately influencing purchase decisions. These results underscore the importance of implementing intuitive and efficient AI tools in e-commerce platforms to drive customer loyalty and retention.

CONCLUSION

The research provides a comprehensive analysis of how AI tools influence consumer behavior in pharmacy Online pharmacy apps platforms. The study investigates the impact of Artificial Intelligence (AI) tools on buyer behavior within pharmacy Online pharmacy apps platforms. Using a mixed-methods approach, it combines a systematic literature review with survey data from 200 respondents, analyzed through linear regression and mediation analysis using Jamovi software. The findings suggest that AI technology usage positively impacts buyer behavior in online pharmacy apps. The statistically significant correlations between AI tools, buyer behavior and the performance of online pharmacy platforms imply that adopting AI technologies (such as recommendation systems, chatbots and personalized services) can enhance customer engagement and satisfaction in e-commerce settings related to pharmacy products. Mediation analysis further showed that perceived ease of use partially mediates the relationship between AI Tools Usage and buyer behavior. The indirect effect of AI Tools Usage on buyer behavior through online pharmacy apps was significant, highlighting the importance of user experience in shaping purchasing decisions. In conclusion, the study underscores the critical role of AI technologies in transforming consumer behavior in pharmacy e-commerce. By enhancing trust and ease of use, AI tools can positively influence buying behavior, although considerations around privacy and data security remain important. These insights are valuable for Online pharmacy apps professionals, marketers and policymakers aiming to leverage AI to improve customer experiences and drive business growth.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

ABBREVIATIONS

AITU: AI Tools Usage; **BB:** Buyer Behavior; **OPA:** Online Pharmacy Apps.

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Cite this article: Bachina LP, Kanagala A. The Impact of Artificial Intelligence (AI) Tools Usage on Buyer Behavior: A Study on Selected Online Pharmacy Apps. *Int. J. Pharm. Investigation*. 2025;15(3):933-41.